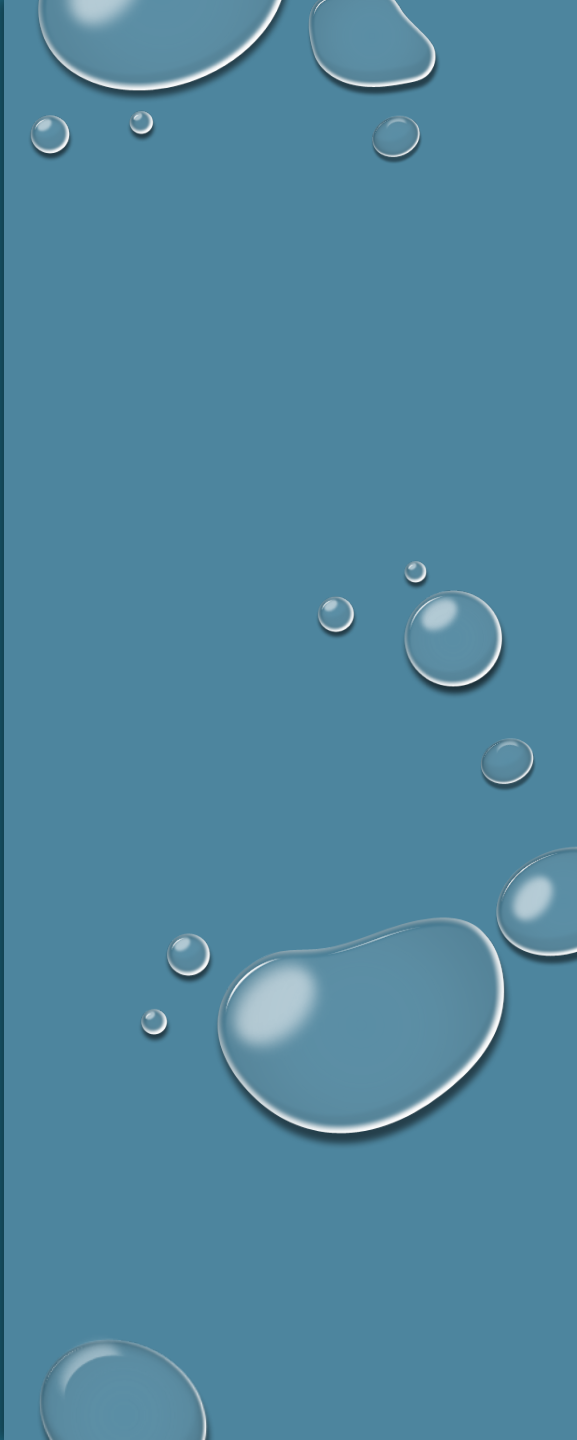


SOCIAL

PRESENTER: CHRIS RAINEY

CHRIS@CHRISRAINEY.NET

LINKEDIN - CMRAINEY



TODAY

DEFINING MARKETING & BRANDING

WHY SOCIAL MEDIA

TACKLING TWO OF THE BIGGEST CHALLENGES

CHOOSING YOUR PLATFORMS

WHAT TO DO AND NOT DO

KEYS TO DRIVING TRAFFIC

CONTENT CREATION

A GLIMPSE OF YOUR FUTURE

[HTTPS://YOUTU.BE/C-1UCGKYW8C](https://youtu.be/C-1UCGKYW8C)

1

DEFINING MARKETING & BRANDING

MARKETING

I DO THIS _____

SO THAT PEOPLE

CAN DO THIS _____

WIIFM?

BRANDING

**YOU AREN'T SELLING WHAT
YOU'RE SELLING**

**YOU'RE SELLING HOW YOU MAKE
PEOPLE FEEL.**

SO...LET'S TALK

I DO THIS _____

SO THAT PEOPLE

CAN DO THIS _____

END SESSION 1

SOCIAL PART 1

THE EXECUTIVE COMPUTER

By Erik Sandberg-Diment

Dec. 8, 1985



See the article in its original context from
December 8, 1985, Section 3, Page 16 | [Buy Reprints](#)

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“BUT THE REAL FUTURE OF THE LAPTOP
COMPUTER WILL REMAIN IN THE
SPECIALIZED NICHE MARKETS.

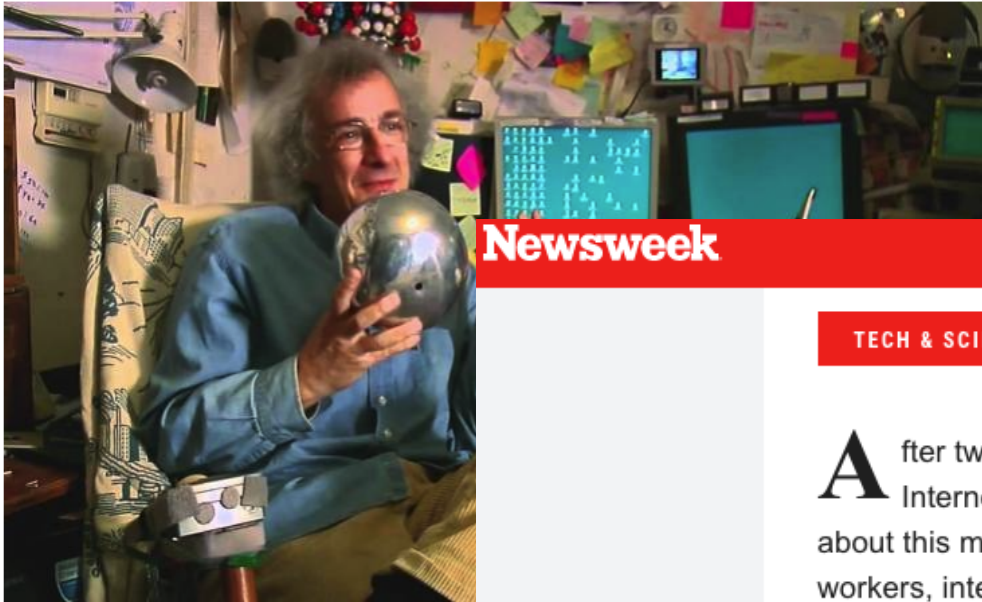
BECAUSE NO MATTER HOW
INEXPENSIVE THE MACHINES COME,
AND NO MATTER HOW
SOPHISTICATED THEIR SOFTWARE,
I STILL CAN'T IMAGINE THE AVERAGE
USER TAKING ONE ALONG WHEN
GOING FISHING”



TECH & SCIENCE

WHY THE WEB WON'T BE NIRVANA

BY CLIFFORD STOLL ON 2/26/95 AT 7:00 PM EST

Clifford Stoll
YOUTUBE

1995

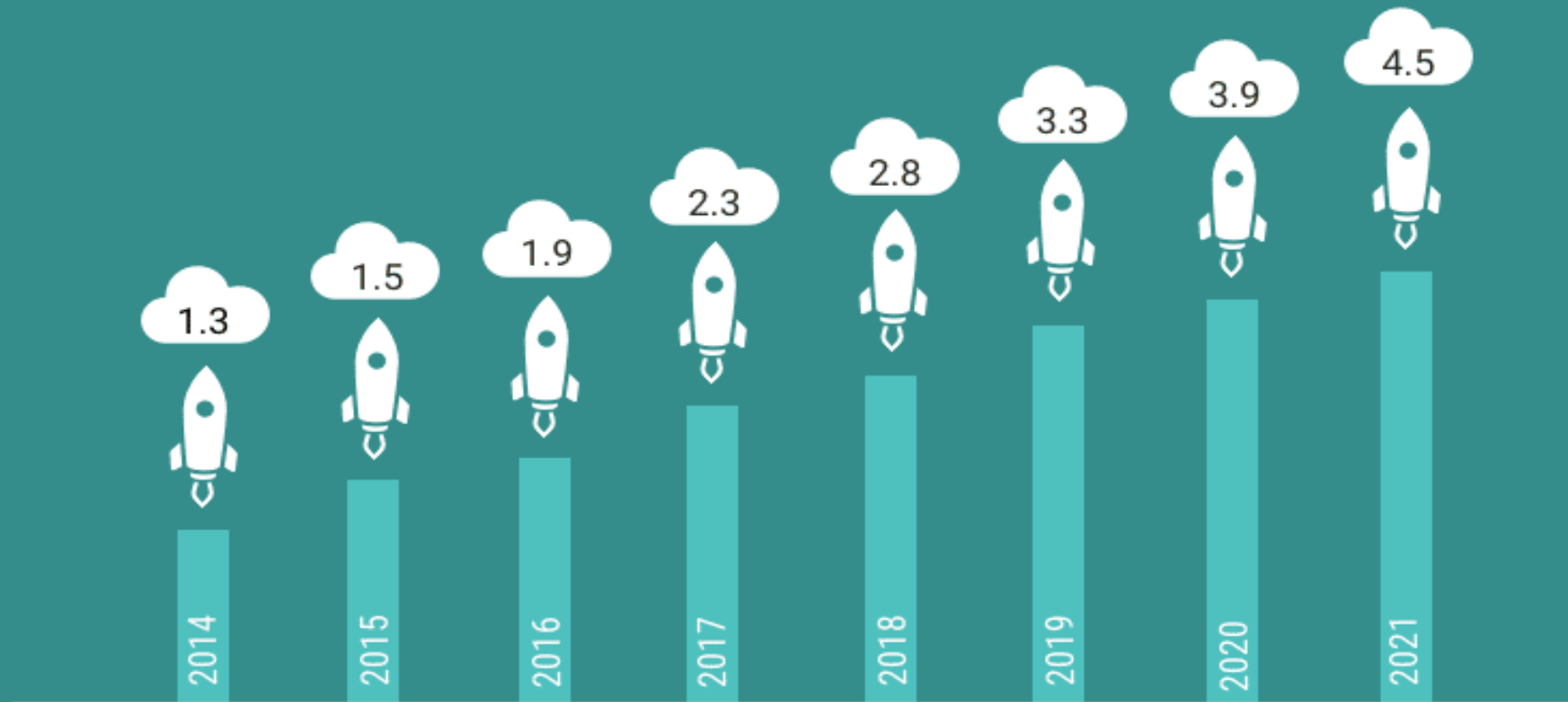
Newsweek

TECH & SCIENCE

After two decades online, I'm perplexed. It's not that I haven't had a gas of a good time on the Internet. I've met great people and even caught a hacker or two. But today, I'm uneasy about this most trendy and oversold community. Visionaries see a future of telecommuting workers, interactive libraries and multimedia classrooms. They speak of electronic town meetings and virtual communities. Commerce and business will shift from offices and malls to networks and modems. And the freedom of digital networks will make government more democratic.

Baloney. Do our computer pundits lack all common sense? The truth is no online database will replace your daily newspaper, no CD-ROM can take the place of a competent teacher and no computer network will change the way government works.

Total worldwide ecommerce
sales in trillions of U.S. dollars





Daily Active Social Media Users



3.2 billion

○ social media users –
which equates to **about
42% of the population.**

(Emarsys, 2019)

SOCIAL
IS HERE TO STAY

WHY?



Social media users by generation



90.4%

Millennials



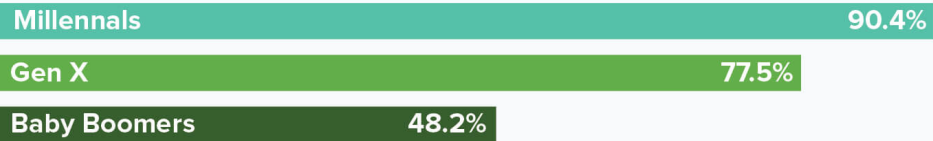
77.5%

Gen X



48.2%

Baby Boomers



(Emarketer, 2019)

**ALMOST
EVERYONE IS
THERE**



Time spent on social media per day

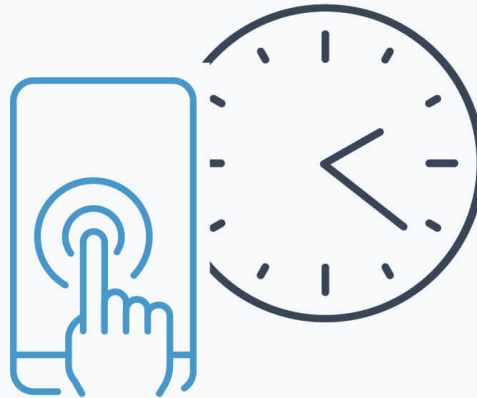
An average of

2:22

hours minutes

per day is spent on **social
networks and messaging.**

(Globalwebindex, 2018)



AND SPENDING A LOT OF TIME THERE



Customers Are Using Social Media

54%

of Social Browsers
use social media
**to research
products.**

(GlobalWebIndex, 2018)



AND USE IT TO RESEARCH PRODUCTS



The Impact of Positive Customer Experience



71%

of consumers who have had a positive experience with a brand on social media are likely to **recommend the brand to their friends and family.**

(Forbes, 2018)

AND USE IT TO SHARE THEIR EXPERIENCES

BIGGEST CHALLENGES







**HOW DO I EVEN
CHOOSE????**





Facebook is the Market Leader

Facebook remains the **most widely used social media platform**; roughly two-thirds of U.S. adults -

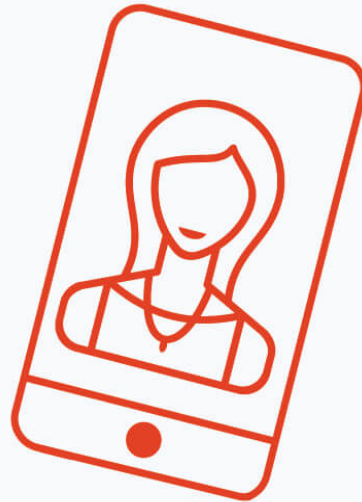
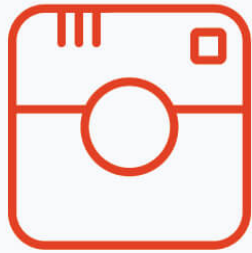
68%

now report that they are Facebook users.
(Pewinternet, 2018)





Instagram Stories Usage



Daily active Instagram
Stories users **increased**
from 150 million in
January 2017 to

500 million

daily active Stories
worldwide in January 2019.

(Statista, 2019)

BEYOND FACBOOK & INSTAGRAM

**WHERE ARE YOUR
PEOPLE?**

**WHAT PLATFORM
FITS YOUR
STYLE?**

**WHAT ARE YOUR
SOCIAL MEDIA
GOALS?**

HOW TO THE RIGHT CHOOSE SOCIAL MEDIA PLATFORM *for Your Business*

WHO IS YOUR IDEAL CUSTOMER?

WHAT ARE YOUR GOALS?

WHICH PLATFORM FITS YOUR STYLE?

MONTHLY
ACTIVE
USERS

DEMO
GRAPHICS

FORMAT

FREQUENCY

GREAT
FOR

CHALLENGE

MARKETING
GOALS



2.23
BILLION

ALL AGES
53%
FEMALE

TEXT,
IMAGE
AND VIDEO

1 - 3
POSTS
A DAY

PROMOTING
LOCAL
EVENTS AND
BUILDING
COMMUNITY

LOW
ORGANIC
REACH

BUILD
COMMUNITY



1.9
BILLION

ALL AGES
62%
MALE

VIDEO

ONCE
A WEEK

SOLVING
PROBLEMS
WITH
HOW-TO
TUTORIALS

TIME
AND
RESOURCE
INTENSIVE

ATTRACT NEW
CUSTOMERS



1
BILLION

MOST 18 - 29
68%
FEMALE

IMAGE
AND
VIDEO

ONCE
A DAY

VISUAL
BRANDS
AND MAKING
PERSONAL
CONNECTIONS

CREATIVITY
REQUIRED

CONNECT
WITH
EXISTING
CUSTOMERS



590
MILLION

MOST 25 - 54
56%
MALE

TEXT
WITH
IMAGE

1 - 2
POSTS
A DAY

B2B LEAD
GENERATION
AND
RECRUITING

USERS
AREN'T
AS ACTIVE

BECOME
THOUGHT
LEADER



326
MILLION

MOST 18 - 29
53%
MALE

TEXT

10+
POSTS
A DAY

NEWS, PR,
AND
CONNECTING
WITH
INFLUENCERS

SHORT
LIFESPAN
OF POSTS

CONNECT
WITH
INFLUENCERS



250
MILLION

MEDIAN
AGE IS 40,
80% FEMALE

IMAGE

30 PINS
A DAY

DRIVING
TRAFFIC
FOR BLOGS
AND
E-COMMERCE
RETAILERS

CUSTOM
IMAGES
REQUIRED

DRIVE
TRAFFIC
AND LEADS

Angie Gensler

SOURCES
<https://www.omnicoreagency.com>
<https://www.statista.com>

AngieGensler.com

SO...LET'S TALK

END SOCIAL PART 1

SOCIAL PART 2

SOCIAL MEDIA

SOCIAL MEDIA: THE REAL LIFE VERSION

https://youtu.be/_pyJIERCrJE

WHAT IT'S NOT FOR

NOT A SUBSTITUTE FOR YOUR AUTHOR WEBSITE

NOT A PURE PROMOTIONAL TOOL

NOT RESPONSIBLE FOR YOUR SUCCESS OR FAILURE

WHAT IT IS FOR

AWARENESS

BRAND BUILDING

PAID ADVERTISING/PROMOTION

AWARENESS & BRAND

- **BUILD YOUR PRESENCE AND AUTHORITY**
- **MIX UP YOUR POST FORMATS – WORDS ONLY, MEMES, IMAGES VIDEO**
- **GO LIVE – YOU GOTTA GET OVER HOW YOU LOOK & SOUND ON CAMERA**
- **EXPERIMENT WITH YOUR POSTING TEMPO**
- **FOCUS ON ENGAGEMENT – RESPOND**

AWARENESS & BRAND

- NEVER USE CLICK BAIT – I DID THIS “ONE” THING, AND...
- START A CONTEST
- REPURPOSE CONTENT
- HASHTAGS
- TAGGING OTHER ACCOUNTS
- PUBLISH NATIVELY, DON'T USE SOMETHING LIKE HOOTSUITE
- VIDEO

AWARENESS & BRAND

- GO LIVE – FACEBOOK LIVE, INSTAGRAM, IGTV, YOUTUBE, LINKEDIN
- CONSIDER THE TIME YOU ARE POSTING AND MEASURE
- ENCOURAGE INTERACTIONS
- TAP INTO FACEBOOK GROUPS – START ONE, BE A PART OF OTHERS
- ENCOURAGE PEOPLE TO SHARE CONTENT OCCASIONALLY

AWARENESS & BRAND

- ENCOURAGE FRIENDS, FAMILY, AND COLLEAGUES TO ENGAGE
- SHARE TESTIMONIES FROM READERS AND YOUR FOLLOWERS AND TAG THOSE THAT YOU HAVE SHARED

AWARENESS & BRAND

- MAKE YOUR AUDIENCE FEEL SOMETHING
- Jay Shetty
 - <https://youtu.be/ZbmDnu7Jn9c>
- Olympic Runner
 - <https://youtu.be/Nifq3Ke2Q30>
- Hearing
 - <https://youtu.be/LsOo3jzkhYA>

PAID ADVERTISING & PROMOTION

PROMOTION PHILOSOPHY – 90/10

PAID ADVERTISING & PROMOTION

- **BOOSTING**
- **BRAND AWARENESS – PEOPLE LIKELY TO BE INTERESTED**
- **REACH – GUNSHOT APPROACH**
- **TRAFFIC**
- **ENGAGEMENT – LIKES, EVENT RESPONSES, OFFER CLAIMS**
- **VIDEO VIEWS**

PAID ADVERTISING & PROMOTION

- **LEAD GENERATION**
- **MESSAGES**
- **CONVERSIONS**
- **STORE TRAFFIC - PHYSICAL STORE**

SO...LET'S TALK

END SOCIAL PART 2

SOCIAL PART 3

REPURPOSING CONTENT

PILLAR CONTENT

One long form piece of content (vlog, podcast, keynote, TV/Radio interview, blog post)

MICRO CONTENT

Short form pieces of content (articles, memes, images, quotes, stories, remixes, GIF's, etc.)

DISTRIBUTION

LISTEN

<https://youtu.be/-4EDhdAHrOg>

CREATE
DISTRIBUTE

EXAMPLE

INTERVIEW THAT WILL BE POSTED ON YOUR WEBSITE

- Record video before you do the interview to give context
- Record video and still images of behind the scenes
- Take clips from the interview to share on your social channels
- Pull 2-3 quotes to use as an overlay to images
- Transcribe the interview and create blog articles from the content or post the transcription under the video
- Create a GIF of you while you're doing the interview, like boomerang

ALWAYS LINK BACK TO THE PILLAR CONTENT

KEYS TO DRIVING TRAFFIC

PLANNING

ENGAGING

LEARNING

ANALYZING

CONTENT CALENDAR

SO...LET'S TALK

END SOCIAL PART 3

SOCIAL PART 4

**DON'T GET
CAUGHT UP IN
'LIKES'**

RESOURCES

- **SOCIAL MEDIA EXAMINER**
- **SOCIAL MEDIA MARKETING WORLD**
- **SOCIAL MEDIA MARKETING TALK SHOW**
- **STORY BRAND – DONALD MILLER**
- **COPYBLOGGER**

RESOURCES

- **MARI SMITH**
- **JAY BAER**
- **MARK SCHAEFER**
- **ANN HANDLEY**
- **TIM SCHMOYER**

HOW TO BE SUCCESSFUL ON SOCIAL MEDIA

1. BE YOURSELF
2. ENGAGE NATURALLY
3. ENGAGE FREQUENTLY & CONSISTENTLY
4. ENGAGE IN MULTIPLE FORMS
5. CREATE A SENSE OF EXCITEMENT

**“PERSEVERE!
CHANGE COURSE, START
OVER, ALTER METHODS, GO
OVER, AROUND, OR UNDER.
DO NOT GIVE UP.”**

- JOHN WOODEN

THANK YOU

EMAIL ME FOR THE NOTES

CHRIS@CHRISRAINEY.NET